

ABSTRACT OF THE DISCLOSURE

A mild cleansing composition is disclosed. The composition includes a
5 from about 4 percent to about 8.5 percent of an anionic surfactant; from about
1 percent to about 30 percent of an amphoteric surfactant; and from about 0.1
percent to less than about 3 percent of a hydrophobically modified, crosslinked,
anionic acrylic copolymer, wherein the weight ratio of anionic surfactant to
hydropophobically modified, crosslinked, anionic acrylic copolymer is about 3:1 to
10 about 40:1. The composition is useful as shampoos, washes, baths, gels,
lotions, creams, and the like.

15

20

25

JBP5013.app.FINAL-3.doc